CANADEXPORT

www.canadexport.gc.ca

Volume 24 > Number 14
September 1, 2006



# Homeland security market in the U.S. open for business

The $30-billion homeland security and defence market in the U.S. is hotter than ever and is growing at about 12% a year. With many U.S. state and city emergency plans still not meeting federal expectations, there may be profitable opportunities for Canadian companies.

According to the U.S. government's *Nationwide Plan Review*, emergency operation plans in 75% of U.S. states and 90% of urban areas are inadequate. Corporations and governments continue to spend on technologies and systems for threat detection, identification and authentication, screening (of people and cargo), surveillance, tracking, data analysis and cyber-security management.

Many Canadian companies produce innovative niche technologies and security solutions and sell these to U.S. federal, state, and local government buyers.

Jack Gin, President and CEO of Vancouver's Extreme CCTV, is a case in point. The entrepreneur built a $24-million public company over the past ten years by focusing on a remote surveillance niche he felt he could dominate: active infrared night vision. About half his business is with clients in the U.S., split between government and commercial end-users. His advice to others interested in the U.S. market is to specialize, and build a top-flight reputation one client at a time.

"Decide what you're going to do, and be sure it's something you're very, very good at," explains Gin. "Start small, start early and win small. If you start out trying to win big, you'll fail. Get that first order and focus on delivering well. Win with each of your first customers. You need these customers to build a reputation."

Extreme CCTV and other firms share their experiences in a new guide, *Homeland Security Market in the Northeast USA: Partnerships for Public Sector Business*, produced by Canada's Trade Commissioner Service. The guide includes contacts for buyers and partners, and tells how to find upcoming federal, state and local opportunities. But it warns Canadian exporters to this market that they can expect to invest upwards of $250,000 a year on business development activities for two to three years before showing a consistent profit.

*Unlocking opportunities in the U.S.*

"We are a nation of innovators, but we can often fall down on the marketing. Many Canadian companies can imagine plenty of applications for their security solutions," observes Judy Bradt, CEO of Summit Insight and principal author of the guide. "They are surprised to find that large companies—

see page 5 - Expert says connect

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## Investing in Algeria's Energy Needs

**Oran, November 25-29, 2006 >** Three diverse events are scheduled at this year's Algeria **Energy Week**.

Organized by Algeria's Ministry of Energy and Mines, this year's event is entitled "The Reforms: Strategies, Opportunities and Innovations" and comes one year after Algeria's adoption of new hydrocarbon laws.

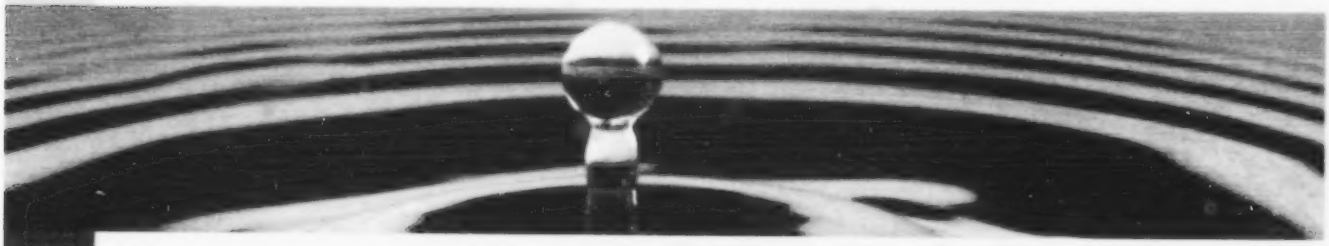
During the *Journees Scientifiques et Techniques* (Science and Technology Days), executives from the energy sector and the scientific community will discuss the latest developments and challenges linked to technology, nurturing human resources, protecting the environment and globalization.

At the International Strategic Conference, participants will focus on investment opportunities in Algeria's energy sector and meet experts and senior executives of national and international companies to share their expertise and to discuss development, investment and partnership opportunities in the energy sector.

Finally, at the International Exhibition on Oil and Gas in Algeria, oil and gas companies will present their knowledge and technological innovations in their areas of expertise.

Algeria's Energy Week is a forum for national and international partners, investors and key players from the energy sector to strengthen cooperation and increase investment opportunities in the Algerian energy sector.

**For more information**, go to www.sea-algerie.com, or contact Gilles Poirier or Rachid Benhacine, Canadian Embassy in Algeria, tel.: (011-213-21) 91-49-51/91-49-60, fax: (011-213-21) 91-47-20, email: alger-td@international.gc.ca.



## Algeria plans 34 new desalinisation plants

Canadian companies are being encouraged to keep informed about contract tenders in Algeria following the announcement that the government will construct 34 new desalinisation plants before 2016.

L'Algérienne des Eaux, with state budget support, will award contracts through public tender for the construction of 13 new desalinisation plants before 2009 and 21 others between 2009 and 2016.

With a production of two million cubic metres per day, Algeria ranks fourth out of the 10 countries producing fresh water through desalinisation processes.

Canadian trade officials in Algiers strongly encourage interested companies to sign up with the *Bulletin officiel des marchés de l'opérateur public* at www.anep.com.dz or to use the services of Algerian Tenders at www.algeriatenders.com/index.php to keep informed about tendering opportunities.

*CanadExport* is published twice a month by Foreign Affairs and International Trade Canada's Communications Services Division. Circulation: 52,000

*CanadExport paraît aussi en français.*

ISSN 0823-3330

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**EDITORIAL TEAM**
Michael Mancini, Yen Le, Françoise Bergès

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**Publication Mail Agreement Number: 40064047**

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## Open your mouth and say "ja"

Germany's health industry is the third largest in the world. It has over 2,000 hospitals, 542,000 hospital beds and about 400,000 doctors. Moreover, health expenditures as a percentage of the country's gross domestic product is the highest in the world. Imported products make up a significant part of these expenditures.

So how can Canadian companies get a piece of the pie?

In medical industries, as in all sectors, trade fairs play a major role. That's why Canadian companies that want to export their products to the German medical market may want to consider making their first approach through trade fairs.

Exhibiting at fairs can bring direct sales, make valuable contacts and allow a company to assess its competition. More importantly, it can be one of the least expensive ways to test a market's receptivity.

Some 50 Canadian companies would seem to agree. Each year they participate at the **Medica** trade fair in Düsseldorf alone. This year, Medica takes place from November 15-18, 2006. It is the world's largest medical exhibition attracting more than 137,000 visitors from some 100 countries. Held concurrently with Medica is **CompaMed**, a fair which features raw materials for the medical devices industry. For more information on these fairs, go to www.medica.de and www.compamed.de.

However there are many more trade fairs throughout the country that specialize in specific areas of the medical services industry.

**Analytica** is an international trade fair for specialists in analytical and diagnostic equipment and methods, chemistry, chemicals, reagents, laboratory systems, documentation and related services. It takes place in Munich in April 2007. More information can be found at www.analytica.de.

**RehaCare** is a fair for rehabilitation and related products and is the showcase for new developments in the assistive devices market. This year it takes place in Dusseldorf from October 18-21, 2006. Interested companies can find out more at www.rehacare.de.

**Altenpflege and ProPflege** takes place in Nuremberg from March 20-22, 2007. It is Europe's leading exhibition for elderly care. The fair attracts visitors looking for information on nursing, therapy and professional patient care. More information can be found at www.propflege.info/main.

Finally, the main focus of **Orthopädie and Reha-technik**, a trade fair that takes place in Leipzig in May 2007, is on innovative solutions in prosthetics, orthotics, technical rehabilitation, orthopaedic shoes, medical technology and homecare. For more on this fair, go to www.ort2006.de.

**For more information**, contact Monika de Villiers, Canadian Consulate in Düsseldorf, tel.: (011-49-211) 172-1732, fax: (011-49-211) 35-91-65, email: monika.devilliers@international.gc.ca, website: www.infoexport.gc.ca.

## Tax agreement with Finland supports business ties

A new tax agreement between Canada and Finland eliminates the double taxation of people and companies involved in trade worth $4.5 billion annually between both countries.

Finnish firms invest more in Canada than most people realize. The Nordic country is the 11th-largest foreign direct investor in Canada and employs more than 6,000 Canadians in research and manufacturing businesses.

The "Convention between Canada and Finland for the avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income" was signed last July in Helsinki. It aims to remove obstacles from bilateral investments and to improve the economic relationship between the two countries.

Finnish firms in Canada span a broad range of sectors such as pulp and paper, packaging, information and communications technology, energy and transport.

**For more information**, contact the Canadian Embassy in Helsinki, tel: (011-358-9) 22-85-30, fax: (011-358-9) 60-10-60, email: hsnki-td@international.gc.ca.

# Virtual Trade Commissioner

*Access a World of Trade Knowledge*

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## Spanish eyes see new Canadian products

Fashionable shoppers along Madrid's Gran Via shopping district are now more likely to find Canadian ice wines and other products in some of the city's stores.

But it's not just *Madrilenos* (Madrid residents) who can enjoy these products. They can be found in over 150 gourmet shops, restaurants and supermarkets throughout the Iberian Peninsula thanks to the success of an agri-food industry showcase in the spring. Overall, some 100 products worth nearly $1 million were introduced to Spain at the event.

The Canadian Trade Commissioner Service had a hand in this success. It has over 140 offices abroad and provides companies with a number of services to help them succeed in new markets.

The showcase in Spain increased the number of active Canadian exporters to the country and created a special relationship with El Cortes Inglés, Spain's largest retail distributor. Specifically, it improved market access for products like wild rice, special preserves, maple products and alcoholic beverages.

Pillitteri Estates Winery, an icewine producer based in Niagara, Ontario, gives a lot of credit to trade commissioners in Madrid for the company's success at this event. Charles Pillitteri, the company's vice-president of sales, says that the trade commissioner in Spain was a great supporter of Canadian wines and was able to contact prospective companies and introduce them to buyers."Because of that, we have made great progress in the Spanish market," he says.

The same is true for Quebec-based cranberry producer, La Maison Bergevin. "Entering a new market is very hard," says company president Marie-Claude Bergevin, "but when the trade commissioners are behind us it is much easier and it gives us more credibility."

The agri-food showcase was organized by Foreign Affairs and International Trade Canada and Agriculture and Agri-Food Canada.

**For information** on other opportunities in Spain, contact the Canadian Embassy in Spain, tel: (011-34) 91-423-32-50, fax: (011-34) 91-423-32-52, email: espana@international.gc.ca.

Export ... continued from page 1

partners, prime contractors—expect inventors to bring a strong track record and potential customers to the table too."

Bradt has some advice for exporters looking to win U.S. homeland security business. "Follow the money," she says. "Public information about federal budgets offer one set of clues. Then check out the grants that the Department of Homeland Security has available for state and local government buyers."

It's also important to connect clients with the cash. "If state and local buyers are hungry for your product but short on cash and time, ask whether you could help them prepare a grant application to get the money they need to buy from you."

Bradt also recommends that exporters assess their odds before they bid. "If you don't already know the buyers before you see the bid notice (through www.fbo.gov or in Canada, www.merx.ca, for example), they probably don't have you in their minds either. So save your time and money to get to know them and get specified in a Request for Proposal (RFP). Buyers often know who they want to buy from long before the RFP is published. Marketing calls are essential so that your company has top mind-share when the requirement is drafted."

**For more information**, go to www.international.gc.ca/can-am/main, or contact Louis Poisson, Canadian Consulate General in New York, tel.: (212) 596-1650, email: louis.poisson@international.gc.ca.

**For information** on Summit Insight, go to www.summitinsight.com. To read the U.S. government's *Nationwide Plan Review*, go to www.dhs.gov/dhspublic/display?content=5693.

*Vancouver-based Extreme CCTV's active infrared night vision has sold well with U.S. buyers.*

## Sweeping up after the Asian Tiger

**Five cities in China, October 17-28, 2006 >** After more than 25 years of breakneck growth, China has vowed to implement stricter environmental protection policies and make substantial investments in its infrastructure to combat environmental pollution.

Now many municipalities and industries are facing an urgent need to step up efforts to meet these stricter requirements.

Enter Trade Team Canada Environment's fourth Mission to China which will explore business opportunities in Shenyang, Nanjing, Kunming, Dongguan and Hong Kong,.

The trade mission will focus on the specific needs of large polluting industries and municipalities in water and waste water technologies, air pollution control, remediation and waste management. Registered delegates will receive advanced briefings on each destination that will allow them to focus their approach towards specific targets. Mission activities will include business briefings, presentations at technical seminars, showcasing opportunities, one-on-one meetings, networking events and site visits.

In addition to a full program of activities, participants can also choose to exhibit at Eco Expo Asia, an international trade fair on environmental protection in Hong Kong.

**For more information**, contact Mona Tobgi, China Mission Coordinator, Industry Canada, tel.: (613) 941-0888, fax: (613) 952-9564, email: tobgi.mona@ic.gc.ca, website: www.ttc-environment.ic.gc.ca.

## Telecom show a first in Asia-Pacific

**Hong Kong, December 4-8, 2006 >** Canadian companies looking to explore opportunities in China's booming information and communication technology (ICT) market should join Canada's national pavilion at **ITU Telecom World**, one of the world's major ICT trade shows.

The event takes place every three years and is traditionally held in Geneva where ITU (the International Telecommunication Union, a United Nations agency) is headquartered. This year marks the show's first foray into the Asia-Pacific region, recognition of the importance of the region's emerging markets in the ICT marketplace. More than 100,000 visitors are expected, including some 500 CEOs.

### Why participate?

China is the world's largest mobile market and offers tremendous potential for companies in telecommunications, wireless, photonics (light technology) and the new media sectors. China has more than 410 million mobile subscribers, yet mobile penetration hovers at just 30.3%, offering significant potential for growth. Organizers say rising consumer purchasing power and the transition to next-generation technologies such as 3G will continue to drive this growth.

When it comes to opportunities in the photonics sector, China is mainly a source of suppliers. However, due to its dynamic development and to the size of the market, the beginnings of a significant sales market is taking shape. In May 2006, for example, the Canadian government and the Canadian Advanced Technology Alliance organized an incoming photonics buyers mission to Canada which generated a number of leads for Canadian photonics companies.

Demand for gaming technology in China is also enormous, creating significant opportunities for Canadian new media and gaming companies. In fact, the number of online gamers increased 30% in 2005 to 26 million and China is expected to become the top online gaming market in the world by 2007.

For Canadian ICT companies interested in China, ITU Telecom World affords exporters the opportunity to network with all the major buyers such as China Telecom, China Unicom, China Mobile and others. Many key multinational companies such as Microsoft, Alcatel and AT&T will also be present. Canadian trade commissioners from throughout Asia will also be on-site to help introduce exporters to prospective partners.

**For more information**, contact Brian Wong, Canadian Consulate in Hong Kong, email: brian.wong@international.gc.ca, or Stephanie Berlet, Foreign Affairs and International Trade Canada, tel.: (613) 996-2974, email: stephanie.berlet@international.gc.ca, website: www.itu.int/world2006.

## Agri-food mission goes to Turkey

**Istanbul, Mersin and Ankara, November 6-10, 2006 >** Registration is still open for a Canadian agri-food mission to Turkey designed to help Canadian businesses explore opportunities in the country's dynamic food and beverage sector.

Organizers hope that Canadian companies will take advantage of opportunities that Turkey has to offer. In addition, the mission will address some of Canada's market access issues with Turkey.

"In each of these locations, the mission program will consist of seminars, conferences, individual and group programs and networking opportunities designed to introduce export-ready participants to the market and to help companies already active in the region strengthen their commercial ties," says David Clendenning, a Trade Commissioner with Foreign Affairs and International Trade Canada.

### Turkey's Imports

Turkey has a large agri-food and seafood market with imports valued at $3.52 billion and exports at $8.2 billion in 2005. Turkey's major import items consist of grains, pulses, oil seeds, vegetable oils, cocoa, edible fruits and nuts. Canola, used for bio-diesel and animal feed, is on the rise in Turkey thanks to government support and represents a potential export to Canada.

The Canada Turkey Business Council (CTBC), with the support of the Government of Canada, the Canadian Manufacturers and Exporters and the Saskatchewan Trade and Export Partnership (STEP), will lead the mission.

**For more information** on mission registration, contact Aida Viveiros, CTBC Secretariat, tel.: (905) 672-3466, ext.288, email: info@ctbc.ca, website: www.ctbc.ca.

**For information** on market opportunities and the upcoming agri-food mission, contact Tim Marshall, STEP, tel.: (306) 787-2191, email: tmarshall@sasktrade.sk.ca, Sohrab Oshidar, Agriculture and Agri-food Canada, tel.: (613) 729-7693, email: oshidar@ agr.gc.ca, or David Clendenning, tel.: (613) 996-4484, email: david.clendenning@international.gc.ca, or Can Ozguc, Canadian Embassy in Turkey, tel.: (011-90-533) 491-4993, email: can.ozguc@international.gc.ca.

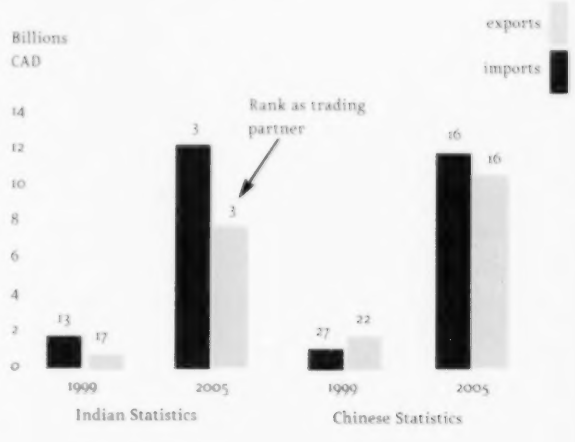
## China-India trade surges

Two-way trade between China and India rose to $24 billion in 2005 from $3 billion in 1999.

Both countries have also become more important to each other's trade. In 1999, China was India's 13th most important import source and 17th as an export destination, but by 2005 China had risen to third in both. Although India does not rank quite as highly in China's list of trading partners, it too has risen in importance, to 16th. The growing trade between these two large emerging markets reflects their continuing development, but might also indicate greater integration into regional value chains, with trade shifting away from the U.S., whose share in both countries' trade has decreased.

*Provided by the Current and Structural Analysis Division, Office of the Chief Economist, www.international.gc.ca/eet.*

**China-India Trade**




*Data: World Trade Atlas*

# TRADE EVENTS

**Dubai, December 11-13, 2006 >** The International Equine Trade Fair is the Middle East's primary exhibition for the equine industry.
**Contact:** Tracy Mortenson, Canadian Consulate in Dubai,
tel.: (011-971-4) 314-5507,
fax: (011-971-4) 314-5556,
email: tracy.mortenson@international.gc.ca,
website: www.alfajer.net/alfares.

**Chicago, November 10-12, 2006 >** The Canadian Consulate General in Chicago is organizing a trade mission to the Sculpture, Objects & Functional Art Show. The Consulate General is calling all high-end 3D gallery owners and artists to attend.
**Contact:** Ann F. Rosen, Canadian Consulate General in Chicago,
email: ann.rosen@international.gc.ca,
websites: www.chicago.gc.ca,
www.sofaexpo.com.

**Gainesville, November 14-15, 2006 >** The 9th BioFlorida Annual Conference will provide the bioscience infrastructure to exchange information and ideas through industry-specific programming, education, networking and legislative initiatives.
**Contact:** Hélène Forest, Canadian Consulate General in Miami,
tel.: (305) 579-1600,
fax: (305) 579-1631,
email: infocentre.miami@international.gc.ca,
website: www.bioflorida.com.

**San Diego, November 13-14, 2006 >** The Biocom Investor Conference will highlight investment opportunities in the region's top life science companies to over 300 of San Diego's top institutional and retail investors.
**Contact:** Mirta Grifman, Canadian Consulate in San Diego,
tel.: (619) 615-4286,
fax: (619) 615-4287,
email: sndgo-td@international.gc.ca,
website: www.biocom.org.

**Budapest, October 10-13, 2006 >** Ökotech, an international trade fair for environmental protection and municipal technology, is one of Hungary's largest business gatherings in this sector.
**Contact:** Ernest Kiss, Canadian Embassy in Hungary,
tel: (011-36-1) 392-3354,
fax: (011-36-1) 392-3395,
email: ernest.kiss@international.gc.ca,
website: www.okotech.hungexpo.hu.

**Cartagena, October 25-27, 2006 >** Andicom 2006 is the meeting place for the major players in Colombia's ICT sector.
**Contact:** Claudia Gutierrez, Canadian Embassy in Colombia,
tel: (011-57-1) 657-9853,
fax: (011-57-1) 657-9915,
email: bgota-td@international.gc.ca,
website: www.cintel.org.co/andicom.

**Tel Aviv, November 8-11, 2006 >** Be part of the Canadian pavilion at the Telecom Israel Conference and Exhibition, a biannual telecommunications industry event. The exhibition welcomes over 200 of Israel's leading telecom players, developers and service providers, and the professional interdisciplinary conference will be attended by leaders in the world's telecommunications community.
**Contact:** Jessica Nachlas, Canadian Embassy in Israel,
tel.: (011-972-3) 636-3353,
email: jessica.nachlas@international.gc.ca,
website: www.telecom-israel.com.

**Toronto, September 25-26, 2006 >** International Business Transactions: Maximizing Business Opportunities in China, India and Other Emerging Markets is a conference that will provide exporters with updates on business climate, legal and regulatory issues, as well as news on international trade and competition law requirements in emerging markets.
**Contact:** Insight Information,
tel.: 1 888 777-1707,
fax: 1 866 777-1292,
email: order@insightinfo.com,
website: www.insightinfo.com.

**Margarita Island, October 16-18, 2006 >** Macro-Rueda, organized by Venezuela's Bank for External Trade (Bancoex), will be an ideal platform for companies to exchange import and export orders, explore joint ventures and seek investment opportunities in a range of sectors.
**Contact:** Canadian Embassy in Venezuela,
tel.: (011-58-212), 600-3000
fax: (011-58-212) 600-3036,
email: crcas-td@international.gc.ca,
website: www.bancoex.gov.ve/macroruedas/Default.aspx.

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